

BPEN82MA

R. J. REYNOLDS TOBACCO COMPANY
BUSINESS PLANNING AND EXECUTION
PROMOTION SUMMARY REPORTPAGE: 1
DATE: 98-02-19
TIME: 03:47 PMPROMOTION : 800266 WIN MAY B2G \$.70 OFF
DRIVE PERIOD: 80500

	NO OF ACCOUNTS	SKUS	TOTAL OFFERS	ALLOCATION CASES	ALLOCATION OFFERS
12XXXX 12 NEW YORK METRO REGION					
VAP				780	117,000
CHAIN	333	446	8,920		
INDEPENDENTS	3,715	3,950	79,000		
VAP TOTAL	4,048	4,396	87,920		
NON-VAP					
CHAIN	89	84	1,680		
INDEPENDENTS	688	690	13,800		
NON-VAP TOTAL	777	774	15,480		
TOTAL CHAINS	422	530	10,600		
TOTAL INDEPENDENTS	4,403	4,640	92,800	TOT COMMITTED:	103,400
TOTAL ACCOUNTS	4,825	5,170	103,400	TOT REMAINING:	13,600

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